

FIG. 3

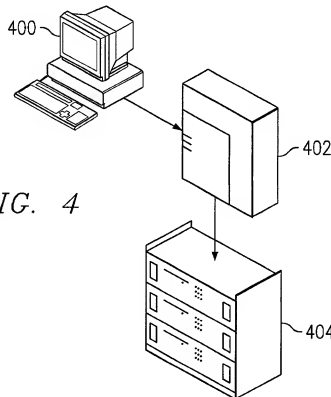


FIG. 4

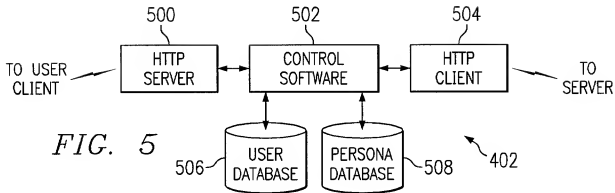


FIG. 6A

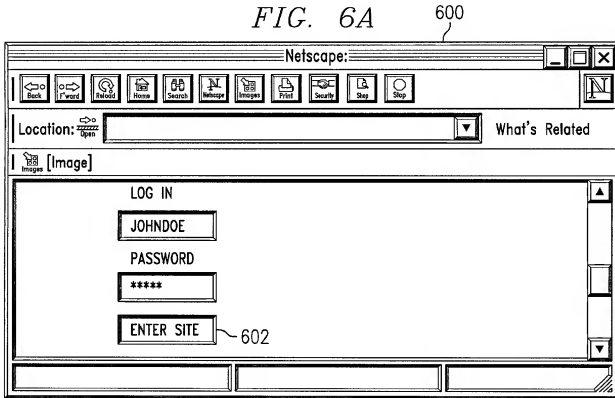


FIG. 6B

USER 1
NAME: MICHAEL ELLIOT
ADDRESS: 2000 ANAHEIM DR.
ANYPLACE, TX 77777

CREDIT CARD: 1234 5678 9876 5432
EXP. DATE: 6/03
E-MAIL: me@yahoo.com

USER 2
NAME: JANE QUINCY
ADDRESS: 3100 SERRANO
NOWHERE, AZ 55555

CREDIT CARD: 3141 5926 6271 8281
EXP. DATE: 3/04
E-MAIL: janeq@hotmail.com

USERNAME: MELL1OT
PASSWORD: TEA4TWO

USERNAME: JQ97
PASSWORD: 5NDIME

FIG. 7

Netscape: [Back] [Forward] [Reload] [Home] [Search] [Netscape] [Images] [Print] [Security] [Stop] [Stop]

Location: [Address Bar] [What's Related]

[Image] [Image]

WHAT ARE YOU SEARCHING FOR?

☒ MYSTERIES ☐ COMPUTERS
☐ COOKBOOKS ☐ ROMANCE
☐ INVESTMENT ☐ POETRY

[SUBMIT]

FIG. 8

Netscape: [Back] [Forward] [Reload] [Home] [Search] [Netscape] [Images] [Print] [Security] [Stop] [Stop]

Location: [Address Bar] [What's Related]

[Image] [Image]

NOW WHERE WOULD YOU LIKE TO SHOP?

☒ NILE.COM
☒ BONDS AND SOBEL.COM
☐ DON'T KNOW

[SUBMIT]

FIG. 9A

PERSONA 1
NAME : BILL JONES
E-MAIL: bj123@hotmail.com
PURCHASES:
NILE.COM
COOKBOOKS 3
MYSTERIES 5

PERSONA 2
NAME : MARY SMITH
E-MAIL: mary92@juno.com
PURCHASES:
NILE.COM
INVESTMENT 2

BONDS AND SOBEL.COM
DICTIONARIES 2
SELF-HELP 1

BONDS AND SOBEL.COM
COMPUTER 3

FIG. 9B

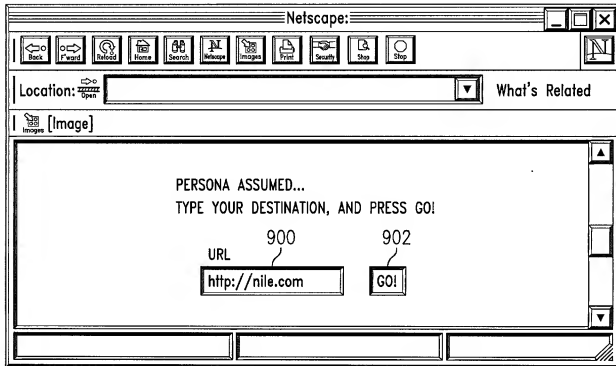


FIG. 10A

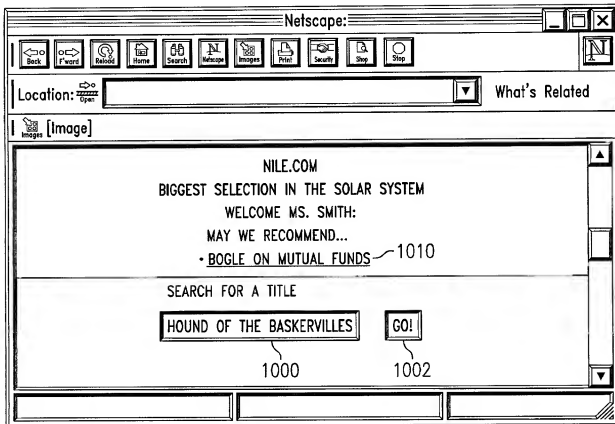


FIG. 10B

```

<html>
<head>
<title>NILE.com</title>
</head>
<body bgcolor=#ffffff>
<h1>NILE.com</h1>
<h2>Biggest selection in the Solar System</h2>
<h3>Welcome Ms. Smith</h3>
<p><i>May we recommend</i></p>
<ul>
<li><a href="item?isbn=123456789">Bogle on Mutual Funds</a>
</li>
</ul>
<hr>
<h3>Search for a title</h3>
<form action=srch>
<input length=40 type=text name=title>
<input type=submit name=go value=Go>
</form>
</body>
</html>

```

1004

1006

1008

FIG. 10C

```

<html>
<head>
<title>NILE.com</title>
</head>
<body bgcolor=#ffffff>
<h1>NILE.com</h1>
<h2>Biggest selection in the Solar System</h2>
<h3>Welcome Ms. Smith</h3>
<p><i>May we recommend</i></p>
<ul>
<li><a href="http://www.personaassumption.com/process?xact=147242">Bogle on Mutual
Funds</a>
</ul>
<hr>
<h3>Search for a title</h3>
<form action="http://www.personaassumption.com/process?xact=131415"method=post>
<input length=40 type=text name=title>
<input type=submit name=go value=Go>
</form>
</body>
</html>

```

1012

1014

1018

1018

1016

FIG. 11

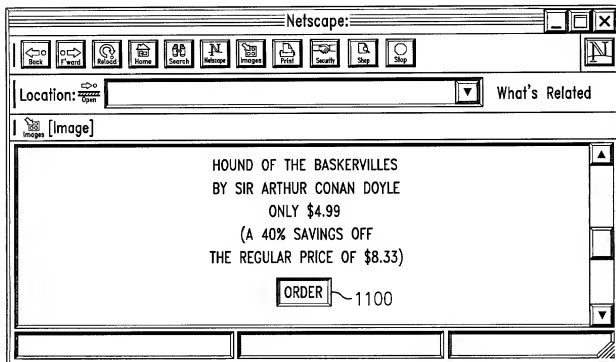


FIG. 12

The screenshot shows a Netscape browser window with a menu bar (Back, Forward, Reload, Home, Search, Address, Web Images, Print, Security, Stop, Slip) and a location bar. The main content area displays a form with the following sections:

BILLING INFORMATION

NAME: MARY SMITH EMAIL: mary92@juno.com

CREDIT CARD: 1234 5678 9876 5432 EXP. DATE 6/03

SHIPPING INFORMATION

NAME: MICHAEL ELLIOT [SUBMIT]

ADDRESS: 2000 ANAHEIM DR.

ANYPLACE, TX 77777

FIG. 13

